

IFW

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application:	10/663,718	Examiner:	Unknown
Filed:	09/17/2003	Art Unit:	3622
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533876
Title:	<b>SYSTEM AND METHOD PERMITTING MERCHANTS TO USE ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING SYSTEM</b>		

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

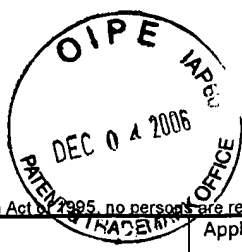
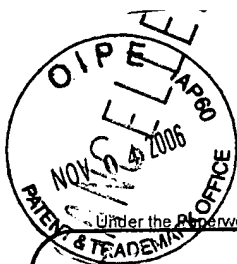
The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

Andrew B. Ulmer, Reg. No. 57,003  
FROST BROWN TODD LLC  
2200 PNC Center  
201 East Fifth Street  
Cincinnati, Ohio 45202  
(513) 369-4811

Certificate of Mailing

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first-class mail and addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA, 22313-1450" on this 21<sup>st</sup> day of November, 2006.



PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number	10/663,718
Filing Date	09/17/2003
First Named Inventor	Hunter, et al.
Art Unit	3622
Examiner Name	Unknown
Attorney Docket Number	0108020-0533876

**ENCLOSURES (Check all that apply)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input checked="" type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/ Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><br><input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)<br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):<br>Copies of Cited References; Return Receipt Postcard |
|---|--|--|
- Remarks  
Pursuant to 37 CFR 1.97(b)(3), no IDS fee is believed due

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name	Frost Brown Todd LLC		
Signature			
Printed name	Andrew B. Ulmer		
Date	11/29/06	Reg. No.	57,003

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	Andrew B. Ulmer	Date	11/29/06

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Substitute for Form 1449B/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Sheet 1 of 4

Complete if Known

Application Number	10/663,718
Filing Date	09/17/2003
First Inventor	Hunter
Art Unit	3622
Examiner Name	Unknown
Attorney Docket No.	0108020-0533876

## U.S. PATENT DOCUMENTS

Examiner Initials*	Document Number Number - Kind Code <sup>2</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
	US 3,614,727	10-1971	Fitts	
	US 5,099,319	07-1992	Esch et al.	
	US 5,133,081	07-1992	Mayo	
	US 5,150,116	09-1992	West	
	US 5,280,570	01-1994	Jordan	
	US 5,311,357	05-1994	Summer et al.	
	US 5,353,399	10-1994	Kuwamoto et al.	
	US 5,412,416	10-1995	Nemirofsky	
	US 5,451,998	09-1995	Hamrick	
	US 5,504,675	04-1996	Cragun et al.	
	US 5,510,828	04-1996	Lutterbach et al.	
	US 5,515,268	05-1996	Yoda	
	US 5,521,631	05-1996	Budow et al.	
	US 5,566,353	10-1996	Cho et al.	
	US 5,568,181	10-1996	Greenwood et al.	
	US 5,580,140	12-1996	Katz et al.	
	US 5,592,248	01-1997	Norton et al.	
	US 5,627,549	05-1997	Park	
	US 5,664,948	09-1997	Dimitriadis et al.	
	US 5,708,961	01-1998	Hylton et al.	
	US 5,737,533	04-1998	de Hond	
	US 5,769,269	06-1998	Peters	
	US 5,809,481	09-1998	Baron et al.	
	US 5,892,535	04-1999	Allen et al.	
	US 5,917,553	06-1999	Honey et al.	
	US 5,923,252	07-1999	Sizer et al.	
	US 5,926,116	07-1999	Kitano et al.	
	US 5,933,811	08-1999	Angles et al.	
	US 5,940,073	08-1999	Klosterman et al.	
	US 5,946,646	08-1999	Schena et al.	
	US 5,950,173	09-1999	Perkowski	
	US 5,956,024	09-1999	Strickland et al.	
	US 5,974,398	10-1999	Hanson et al.	
	US 5,980,090	11-1999	Royal, Jr. et al.	
	US 6,002,450	12-1999	Darbee et al.	
	US 6,002,853	12-1999	de Hond	
	US 6,005,534	12-1999	Hylin et al.	
	US 6,009,409	12-1999	Adler et al.	
	US 6,015,344	01-2000	Kelly et al.	
	US 6,029,045	02-2000	Picco et al.	
	US 6,085,177	07-2000	Semple et al.	

Examiner  
Signature

Date  
Considered

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 2 of 4

*Complete if Known*

<b>Application Number</b>	10/663,718
<b>Filing Date</b>	09/17/2003
<b>First Inventor</b>	Hunter
<b>Art Unit</b>	3622
<b>Examiner Name</b>	Unknown
<b>Attorney Docket No.</b>	0108020-0533876

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Document Number Number - Kind Code <sup>2</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear
	US 6,186,893	02-2001	Walker, et al.	
	US 6,219,696	04-2001	Wynblatt et al.	
	US 6,236,330	05-2001	Cohen	
	US 6,243,740	06-2001	Minneman et al.	
	US 6,332,127	12-2001	Bandera et al.	
	US 6,356,794	03-2002	Perin et al.	
	US 6,385,592	07-2002	Angles et al.	
	US 6,411,725	06-2002	Rhoads	
	US 6,484,148	11-2002	Boyd	
	US 6,573,830	06-2003	Cohen et al.	
	US 6,587,755	07-2003	Smith et al.	
	US 6,684,249	01-2004	Frerichs et al.	
	US 6,731,238	05-2004	Johnson	
	US 6,760,916	07-2004	Holtz et al.	
	US 6,769,010	07-2004	Knapp et al.	
	US 7,038,637	05-2006	Eller et al.	
	US 2002/0023010 A1	02-2002	Rittmaster et al.	
	US 2002/0080093 A1	06-2002	Bandura	
	US 2002/0101393 A1	08-2002	Bandura	
	US 2002/0116717 A1	08-2002	Eller et al.	
	US 2002/0156858 A1	10-2002	Hunter	
	US 2003/0046158 A1	03-2003	Kratky	
	US 2003/0046162 A1	03-2003	Nestel	
	US 2003/0088463 A1	05-2003	Kanevsky et al.	
	US 2003/0149601 A1	08-2003	Cabral	
	US 2003/0182184 A1	12-2003	Strasnick et al.	
	US 2003/0195670 A1	10-2003	Smith et al.	
	US 2004/0212548 A1	10-2004	Ruttenberg	
	US 2005/0021393 A1	01-2005	Bao et al.	
	US 2006/0050012 A1	03-2006	Eller et al.	
	US 60/107,735	06-2002	Carney et al.	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Foreign Patent Document Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T <sup>6</sup>
	AU 48849 90 A	08-1990	Yokom		
	CA 2371293A	11-2000	Hunter		

Examiner  
SignatureDate  
Considered

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 3 of 4

*Complete if Known*

<b>Application Number</b>	10/663,718
<b>Filing Date</b>	09/17/2003
<b>First Inventor</b>	Hunter
<b>Art Unit</b>	3622
<b>Examiner Name</b>	Unknown
<b>Attorney Docket No.</b>	0108020-0533876

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Foreign Patent Document Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)	Publication Date MM-DD- YYYY	Name of Patentee or Applicant	Pages, columns, lines where relevant passages or relevant figures appear	T <sup>6</sup>
	CH 686 750 A5	06-1996	Genhart		
	EP 0 131 211 A	01-1985	Audiopro		
	FR 2634295A1	01-1990	Parinaud		
	GB 2346247	08-2000	Boulton		
	JP 8163519A	06-1996	Honjo		
	JP 9006849A	01-1997	Nagahara		
	WO 97/23831	07-1997	Intel		
	WO 97/41546	11-1997	Dahlgren et al.		
	WO 98/57270	12-1998	Fay		
	WO 99/03050	01-1999	Davidson et al.		
	WO 00/63771	04-2000	Meier		
	WO 01/57763	08-2001	Oplinger		
	WO 01/65531	09-2001	Moore		

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	EPO Search Report, dated 03/05/2006 for PCT Application No. PCT/US00/11022	
	ROBERT MORT; "CINENET- Cinema Films and Live Events Via Satellite and Cable Networks; The Institution of Electrical Engineers; dated 03/13/1997; United Kingdom	
	Office Action dated 02/08/2006 for U.S. Application Serial No. 10/412,539, filed 04/11/2003	
	Office Action dated 03/29/2006 for U.S. Application Serial No. 10/133,343, filed 04/29/2002	
	Office Action dated 05/05/2006 for U.S. Application Serial No. 09/465,730, filed 05/17/2000	
	Office Action dated 02/24/2006 for U.S. Application Serial No. 10/133,733, filed 04/22/2002	
	Office Action dated 01/11/2006 for CA Application Serial No. 2,371,293 filed 04/24/2000	
	Office Action dated 01/09/2006 for IL Application No. 146,160	
	English translation of Abstract for JP Patent No. 9,006,849 published 01/10/1997	
	English translation of Abstract for JP Patent No. 8,163,519 published 06/21/1996	
	Office Action dated 11/02/2006 for U.S. Application Serial No. 09/465,730, filed 05/05/2006	

Examiner  
SignatureDate  
Considered

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 4 of 4

*Complete if Known*

<b>Application Number</b>	10/663,718
<b>Filing Date</b>	09/17/2003
<b>First Inventor</b>	Hunter
<b>Art Unit</b>	3622
<b>Examiner Name</b>	Unknown
<b>Attorney Docket No.</b>	0108020-0533876

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	Office Action dated 09/06/2006 for U.S. Application Serial No. 10/133,733, filed 04/29/2002	
	Office Action dated 09/29/2006 for Canadian Application No. 2,371,293	
	English Translation of Office Action dated 07/18/2006 for Japanese Application No. 2000-614441	
	Office Action dated 06/27/2006 for Singapore Application No. 200506631-1	
	Office Action dated 02/11/2003 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	Office Action dated 08/15/2003 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	Office Action dated 07/20/2004 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	Examiner's Answer dated 10/26/2005 for U.S. Application Serial No. 09/784,394, filed 02/15/2001	
	English translation of Office Action dated 08/21/2006 for Korean Application No. 2001-7008430	
	English translation of Korean Laid-Open Patent Pub. No. 1999-7529	
	Office Action dated 11/16/2006 for U.S. Application Serial No. 10/133,343, filed 04/29/2002	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional).

<sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

<sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

<sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

CINLibrary 1689123

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--